

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

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:  
LUIS MERCEDES, *on behalf of himself and all others* :  
*similarly situated,* :  
:  
Plaintiff, : 23-CV-8273 (JMF)  
:  
-v- : ORDER  
:  
CHEERLEADING COMPANY, INC., :  
:  
Defendant. :  
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JESSE M. FURMAN, United States District Judge:

Plaintiff alleges that Defendant's website is not accessible to blind and visually impaired customers and, thus, violates Title III of the Americans with Disabilities Act ("ADA"), 42 U.S.C. § 12181 *et seq.* In the Court's experience, cases involving such claims almost always settle, often even before the initial pretrial conference. To that end, by separate Order to be entered today, **the Court is referring this case to the assigned Magistrate Judge for General Pretrial Purposes, including settlement. To be clear, the referral does not encompass any dispositive motions, which will be handled by the undersigned in the normal course.**

SO ORDERED.

Dated: September 21, 2023  
New York, New York

  
JESSE M. FURMAN  
United States District Judge